

CLAIMS

1. A method of operating a broadcasting system (1), in which various program contents are sent to the users of the broadcasting system and specific users of the broadcasting system are at the same time assigned to specific user communities, and community-specific program contents (PI_G) are automatically selected and/or generated from a plurality of available program contents (PI) for the users of each of the different user communities, characterized in that a user is assigned to a user community on the basis of a community assignment signal (SG_Z) sent by the user and that certain user-specific program contents (PI_N) are automatically generated and/or selected in order to compile an individual user-specific program (NSP) for each of the individual users, and that community-specific program contents (PI_G) of a user community to which the user in question is assigned are integrated into the user-specific program (NSP).

2. A method as claimed in claim 1, characterized in that a community admission inquiry signal (S_{GA}) for a specific user community is first sent to the user and on receiving a positive response signal (S_{GZ}) the user is assigned to the user community.

3. A method as claimed in claim 2, characterized in that a profile conformity value is determined on the basis of a comparison between a user profile (NP) assigned to a user and a community profile (GP) assigned to a user community and on attainment of a specific conformity threshold the community admission inquiry signal (S_{GA}) for the relevant user community is sent to the user in question.

4. A method as claimed in claim 2 or 3, characterized in that the user behavior of a user is analyzed and the community admission inquiry signal (S_{GA}) for the relevant user community is sent to the relevant user as a function of the user behavior.

5. A method as claimed in any one of claims 1 to 4, characterized in that in order to form a new user community user profiles (NP) of different users are compared with one

another and/or with a provisional community profile (GP) and on the basis of this comparison users are identified whose user profiles (NP), having regard to at least one criterion, exhibit a predetermined degree of profile conformity with one another and/or with the provisional community profile (GP), and a community admission inquiry signal (S_{GZ}) for a corresponding user community is then sent to each of the users concerned.

6. A method as claimed in any one of claims 1 to 5, characterized in that a new user community is formed on receiving a user community establishment signal (S_{NK}) from a user.

7. A method as claimed in claim 6, characterized in that a community admission inquiry signal (S_{GA}) for a specific user community is sent to a user by a community representative (GR) or at the instigation of the community representative (GR) and/or that a user is assigned to the user community on the basis of a community assignment signal (S_{GZ}) sent from the user in question only with the prior approval of the community representative (GR).

8. A method as claimed in any one of claims 1 to 7, characterized in that on receiving a program content (PI_Z) sent by a user of a user community or a broadcast proposal signal assigned to a specific program content, the relevant program content (PI_Z) is integrated into the user-specific program (NSP) of at least some of the users of this user community.

9. A method as claimed in any one of claims 1 to 8, characterized in that an assessment inquiry signal (S_{BA}) assigned to a program content (PI_R) is sent to the users of a user community who have received this specific program content (PI_R), in order to prompt the users to send assessment data (BD) for this program content (PI), and a community preference value (W_{GP}) is determined on the basis of the assessment data (BD) returned by the users.

10. A method as claimed in claim 4, characterized in that as a function of the community preference value (W_{GP}) the relevant program content (PI_R) is integrated into the user-specific programs (NSP) of at least some of the users of the user community in question.

11. A method as claimed in claims 9 or 10, characterized in that an assessment inquiry signal (S_{BA}) for a specific program content (PI_R) is sent to the relevant users of a user community on receiving a survey request signal (S_{UA}) from a user of this user community.

12. A method as claimed in any one of claims 1 to 11, characterized in that the community-specific program contents (PI_G) pertaining to a specific user community are integrated into the user-specific program (NSP) of the user within time intervals defined by the respective user.

13. A method as claimed in any one of claims 1 to 11, characterized in that the community-specific program contents (PI_G) for a specific user community are automatically integrated into the user-specific programs (NSP) of the various users of the user community in question taking into account the time intervals defined by each of the users in such a way that these community-specific program contents are scheduled with the minimum possible time intervals between them in the user-specific programs of the individual users of the user community.

14. A broadcasting system (1) having
 - a plurality of transmission channels (T_1 to T_n , K_1 to K_n) for sending program contents (PL) to terminals (N_1 to N_n) of users of the broadcasting system (1),
 - a number of program content sources (5, 6, 27, 32, 33),
 - at least one user community control unit (10, 29), which assigns specific users to specific user communities,

- and at least one program compilation unit (7, 13) for selecting and/or generating community-specific program contents (PI_G) for each of the user communities, to which the respective users are assigned, from a plurality of available program contents (PI), characterized in that the broadcasting system has means for the entry of a community assignment signal (S_{GZ}) by the individual users, that the user community control unit (10, 29) is designed in such a way that a user is assigned to a user community on the basis of a community assignment signal (S_{GZ}) sent by the user, and that the program compilation unit (7, 13) is set up in such a way that certain user-specific program contents (PI_N) are generated and/or selected in order to compile individual user-specific programs (NSP) for each of the various users, whilst community-specific program contents (PI_G) of user communities to

which the user in question is assigned are integrated into the respective user-specific programs (NSP).

15. A broadcasting system as claimed in claim 14, characterized in that the
5 broadcasting system (1) comprises feedback channels (R) from each of the user terminals (N_1 to N_n 25) to a central control unit (2, 28) of the broadcasting system (1).

16. A broadcasting system as claimed in claim 15, characterized in that the user
10 community control unit (10) and/or the program compilation unit (7) are arranged inside the central control unit (2) of the broadcasting system (1).

17. A broadcasting system as claimed in any one of claims 14 to 16, characterized
in that the user terminals (25) each have a user community control unit and/or a program
15 compilation unit (13).

18. A broadcasting system as claimed in any one of claims 14 to 17, characterized
in that the central control unit (2, 28) of the broadcasting system (1) has means of sending
system control data to a user terminal (N_1 to N_n 25).

20 19. A broadcasting system as claimed in any one of claims 14 to 18, characterized
by means of analysis (2, 28) for compiling user profiles (NP) on the basis of user information
and/or for compiling community profiles (GP) for a user community on the basis of the user
profiles (NP) of the users of this user community.

25 20. A broadcasting system as claimed in any one of claims 14 to 19, characterized
by means of analysis (8, 24) for compiling contents profiles (IP) for the program contents
available, and a program content selection unit (9, 23) for selecting program contents (PI) for
the relevant user on the basis of a comparison between the contents profiles (IP) and a user
profile (NP) of a specific user and/or a community profile (GP) of a user community to which
30 the user is assigned.

21. A broadcasting system as claimed in any one of claims 14 to 20, characterized
by means (18) allowing the relevant user to predefine specific time intervals within a user-
specific program (NSP) for the community-specific program contents (PI_G), and a program

scheduler (4, 16), which synchronizes the integration of community-specific program

- contents (PI_G) into the user-specific programs (NSP) of the users of a specific user community taking into account the time intervals assigned by each of the individual users of the user community in question in such a way that these community-specific program
- 5 contents (PI_G) are scheduled with the minimum possible time intervals between them in the user-specific programs (NSP) of the various users of the user community.